

REMARKS

This responds to the Office Action mailed on July 27, 2006, and the references cited therewith.

Claims 1, 8, and 15 are amended; as a result, claims 1-31 are now pending in this application.

§103 Rejection of the Claims

Claims 1-2, 4-10, 12-13 and 15-21 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Reed et al. (U.S. 2004/0103017) in view of Melchione et al. (U.S. 5,966,695). It is of course fundamental that in order to sustain an obviousness rejection each and every element or step in the rejected claims must be taught or suggested in the proposed combination of references.

Reed is directed to creating adaptive and predictive marking models. What is fundamental to this approach is the development of what Reed refers to as a “Customer Analytical Record” (CAR) object. This is used to extract, format, and transform customer data used for “all subsequent customer segmentation and predictive modeling.” Reed, paragraph 11. *Emphasis added.*

Segmentation is not directly derived from traditional data store tables in Reed. It is derived from CAR objects. *E.g.*, Reed, paragraphs 53, 60, *etc.* In fact, all data sources are mapped within the Reed teaching via a CAR object. That is, all sources or customers are defined within the tools via a CAR object. Identities of particular customers are not unknown or unmapped. Each and every customer is defined within a CAR object. The teaching of CAR expressly relies on the data modeling achieved in the CAR objects.

Accordingly, there is no teaching or remote suggestion of a teaching where unmapped sources (which are not taught in Reed at all) can be tied to mapped sources (which are defined via CAR objects in Reed) within a automatically generated and modified query to produce a customer segmentation. Moreover, Reed does not teach linking mapped and unmapped sources via keys or tables.

Thus, the proposed combination fails to teach each and every element of Applicants' amended independent claims 1, 8, and 15. Accordingly, the rejections should be withdrawn and the claims allowed. Applicants respectfully request an indication of the same.

Claims 3 and 11 were rejected under 35 USC § 103(a) as being unpatentable over Reed in view of Melchione, and further in view of Copperman et al. (U.S. 2003/0220917). Claim 3 is dependent from amended independent claim 1 and claim 11 is dependent from amended independent claim 8; thus, for the amendments and remarks presented above with respect to the independent claims 1 and 8, the rejections of claims 3 and 11 should be withdrawn. Applicants respectfully request an indication of the same.

Claim 14 was rejected under 35 USC § 103(a) as being unpatentable over Reed in view of Melchione, and further in view of Colby et al. (U.S. 6,480,836). Claim 14 is dependent from independent claim 8; therefore, for the amendments and remarks presented above with respect to the independent claim 8, the rejection of claim 14 should be withdrawn. Applicants respectfully request an indication of the same.

CONCLUSION

Applicants respectfully submit that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicants' attorney at (513) 942-0224 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 14-0225.

Respectfully submitted,

SUSAN JAMIE BOROFKY ET AL.

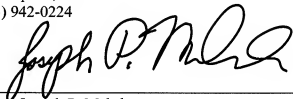
By their Representatives,

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.
P.O. Box 2938
Minneapolis, MN 55402
(513) 942-0224

Date

10/27/06

By



Joseph P. Mehrle
Reg. No. 45,535

CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop Amendment, Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 27th day of October 2006.

Kimberly Brown

Name



Signature